

**How to set up & time
a win back flow - Pt.1**

goodkarma

**This is the tried and tested setup
we use for our clients – as a
starting point.**

The work here is not done! From
here we analyse and optimise.

This is a long one, but packed with
value – buckle up!



**First up:
One-time customers**



Email 1: after ± 30 days (of first order)

Customers are proven to be the most engaged within 30 day.

Reinforce their decision to shop with you: inspire them with your best sellers and recommend relevant products.

- **product recommendations**
- **benefits**
- **service USPs (delivery, returns, pay later etc.)**



Rad Materials, Ridiculous Times

Everyone's favorite shorts just get better with time. Made with lightweight, durable and quick-drying 100% recycled nylon body fabric, our Baggies™ Shorts are as classic as they were in '82, just made better.

[Baggies](#)

Baggies™ Shorts





Everybody's
favorite shorts



DWR
(durable water
repellent)
finish

Made of
lightweight **100%**
recycled nylon
body fabric



[Men's Baggies](#)

[Women's Baggies](#)

[Kids' & Baby Baggies](#)

Email 2: after 7 days

An exclusive offer with their next order, valid for 3 days only.

If you give a discount: Your discount should be big enough to be interesting but small enough to be profitable.

Did you give a discount on the first order already? Consider another incentive eg. free (express) shipping or a gift with purchase.

TWENTY-FOUR HOURS ONLY. SPECIAL PRICING. LIMITED SUPPLY



Tee Time Kit

CHARCOAL HIO POLO + BLACK AO JOGGER

23:59:58

SHOP KITS

Introducing the Tee Time Kit, your ultimate golfing companion for year-round style and comfort. This kit features the sleek Charcoal HIO Polo and the versatile Black AO Joggers, making it the perfect choice for hitting the greens or looking sharp in the clubhouse. Get ready to tee off in style with the Tee Time Kit.



Tee Time Kit

~~\$200~~ \$150

SHOP KITS

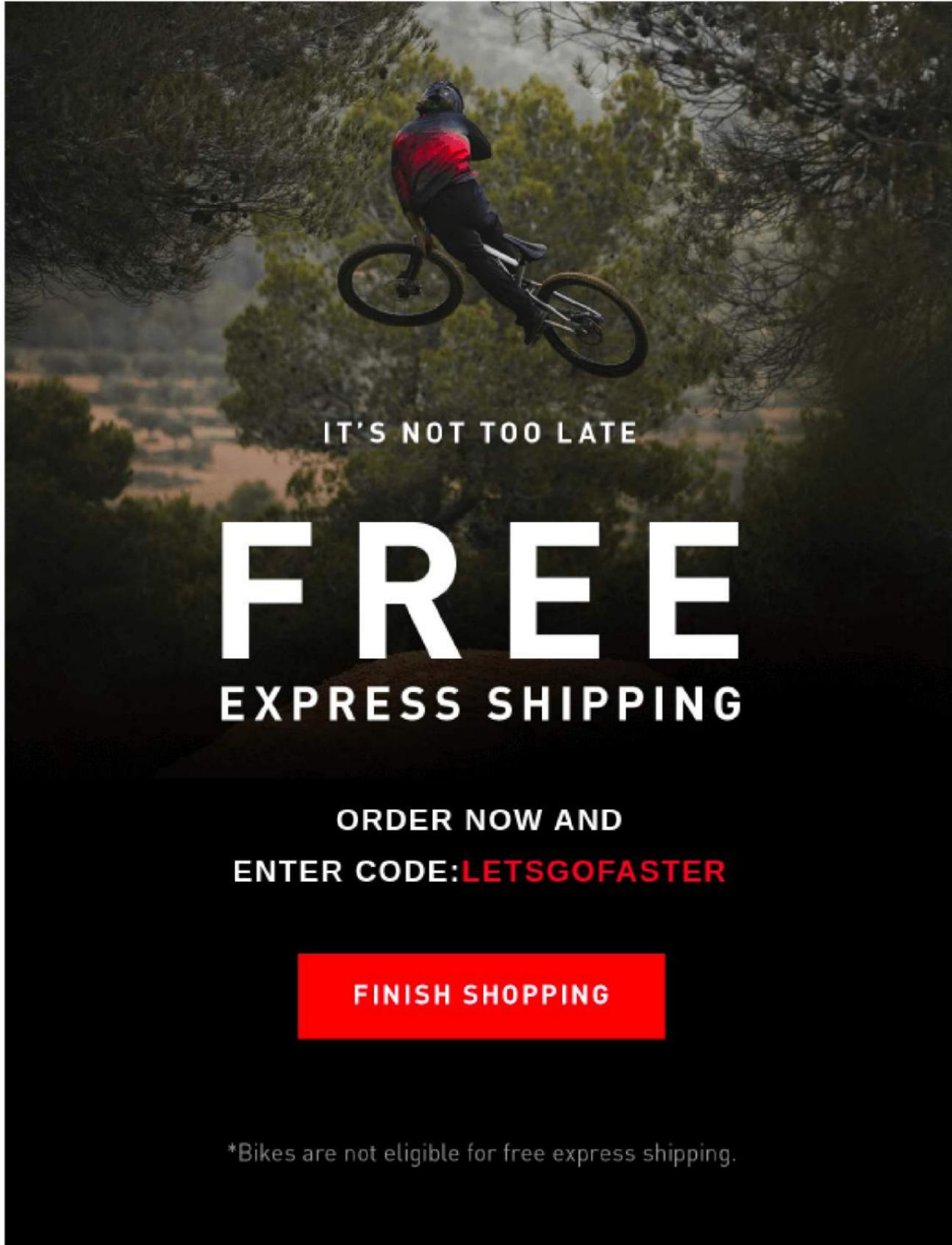
Email 3: after 2 days

The offer is about to expire.

Create a sense of urgency + FOMO.

- **countdown timer**
- **showcase best sellers**
- **highlight positive customer reviews**

etc.



IT'S NOT TOO LATE

FREE

EXPRESS SHIPPING

ORDER NOW AND
ENTER CODE: **LETSGOFASTER**

FINISH SHOPPING

*Bikes are not eligible for free express shipping.



Email 4: 14 days later

Ask the customer why they didn't buy for the second time.

AB test a text-only email (from the founder) vs an HTML email, see what works best!

Embed the survey in the email for maximum completion rate.

Follow up with the customers based on their replies, either manually or automated, depending on their answers.

LABFRESH

Hi Emil,

It's Lotte here, co-founder of LABFRESH. We haven't seen you around in a while and would love to know why.

We are always working on improving our products and service. If there is anything you would like to give feedback on, we would love to hear from you!

Let us know below why you haven't reordered from LABFRESH and we will give **€20 off your next order**.

Tell us what went wrong and give it another chance with €20 off!

Not happy with the quality

Delivery issues

Too expensive

Not my style

The fit wasn't right

The technology didn't work

Other



Lotte Vink
Cofounder



LABFRESH Købmagergade 32, Copenhagen | Van Baerlestraat 32, Amsterdam
[Unsubscribe](#)

FROM LABFRESH <hello@labfresh.eu>

SUBJECT Hey , We Miss You.

Hi there!

It's Lotte here, co-founder of LABFRESH. We haven't seen you around in a while and would love to know why.

We are always working on improving our products and service. If there is anything you would like to give feedback on, we would love to hear from you!

Let us know below why you haven't ordered again from LABFRESH and we will give 20% off your next order - valid for 48 hours.

[Not happy with the quality](#)

[Too expensive](#)

[The fit wasn't right](#)

[Delivery issues](#)

[Not my style](#)

[The technology didn't work](#)

Did you know we are constantly working on new products and improving our technologies? So even if you tried one of our products before, it is definitely even better now.

Best wishes,

Lotte & the LABFRESH team.

How to tailor the timing to your store

Thanks to Klaviyo's predictive analytics you can find out the average days between first and second order and use that to optimise the delays.



Step 1

Create the below segment:

Name

First and second order delay

Definition

What someone has done (or not done) ▾

Has  Placed Order ▾ equals ▾ 2 over all time ▾

+ Add Filter

+ AND

What someone has done (or not done) ▾

Has  Placed Order ▾ equals ▾ 2 in the last ▾ 180 days ▾

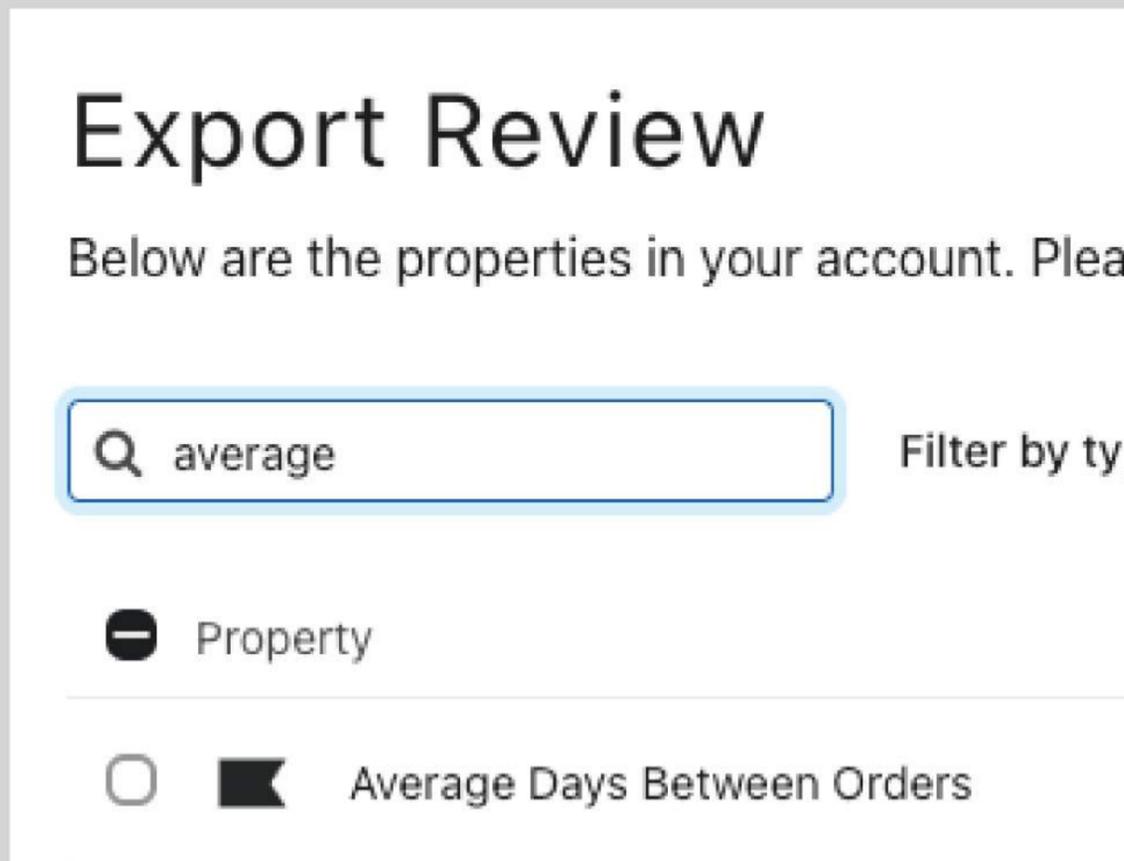
+ Add Filter

+ AND

Step 2

Export your segment.

Make sure to include this field in the export:



Export Review

Below are the properties in your account. Please

Filter by type

- Property
-  Average Days Between Orders

Step 3

Open your exported file.

Average the numbers in your 'Average Days Between Orders' column.

The screenshot shows a spreadsheet application window titled "List Export 2023-07-18 (1) — Edited". The spreadsheet has two columns: "Email" and "Average Days Between Orders". The "Average Days Between Orders" column contains the following values: 0,0, 64,0, 52,0, 10,0, 30,0, 0,0, 28,0, 27,0, 17,0, 8,0, and 19,0. The status bar at the bottom displays summary statistics: SUM 52.257,0, AVERAGE 28,6, and MIN 0,0.

	Email	Average Days Between Orders
1		
2		0,0
3		64,0
4		52,0
5		10,0
6		30,0
7		0,0
8		28,0
9		27,0
10		17,0
11		8,0
12		19,0

And there you have it!

The average number of days between the first and second order.

Use this number to adjust the timings of your win-back flow and make sure you don't start sending those win-back emails too early!

**Follow me for part 2:
Returning customers**

**Dropping at the same
time tomorrow.**

Was this useful?



Like, comment & share with others.

Follow me for more ecommerce
and email marketing insights!

goodkarma

